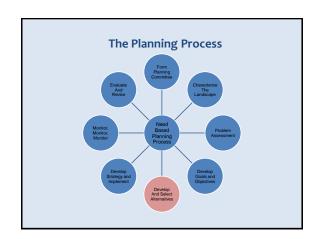
## The Art of Brainstorming





### **Develop and Select Alternatives**

- 2 parts to this step:
- -- Develop decision-making criteria
- --Develop Actions

### **Determine Actions to solve problems**

Develop decision making criteria (for example):

- ☐ Is there agency interest in implementing or funding this action
- ☐ Can we afford it
- ☐ How much time will it take to implement
- Effectiveness
- ☐ How practical is it for this community

# Determine Actions to solve problems

Brainstorm, brainstorm

## **Brainstorming Rules**

- 1. Prepare participants for the session
- 2. Create a safe place
- 3. Create a plan of next steps after the session
- 4. Use a skilled facilitator

#### How to Facilitate Brainstorms

- Make sure everyone has the same information and understands the problem;
- I always begin the session by asking "what do you think we ought to do."
- Allow participants unrestrained solutions
- Never allow a critique of a solution, that comes later.
- Enjoy the session, no one has a patent on ideas

### Next steps....

- Combine ideas that are alike;
- Create a matrix of decision-making criteria with brainstorm ideas;
- Come back to the group with a strategy to further their ideas. In other words, don't let the ideas linger on a bookshelf

D	ecisio	n-ma	king	Matr	ix	
	Criteria #1	Criteria #2	Criteria #3	Criteria #4	Criteria #5	
Idea						
Idea						
Idea						
Idea						